



Department of Communications
City of Frisco, Texas

Memorandum

To: Tom Johnston, Purchasing Manager

From: Dana Baird, Director of Communications & Media Relations

Date: October 14, 2009

Subject: Frisco Green Portal Agreement

Background Information: Frisco was 'green' before being green was cool! Even so, many people may not realize our recycling program dates back to 1991 -- and in 2001, Frisco became the first city in the country to adopt a mandatory Residential Green Building Program.

Frisco has many existing 'green initiatives, programs and services' provided by multiple departments and/or divisions including, but not limited to, Environmental Services, Development Services, Public Works, Parks and Recreation and Engineering Services. Our first priority is to improve communications and better educate our citizens about the City of Frisco's efforts to promote 'green living' through a Green Web Portal.

The proposed Green Web Portal by Noofangle Media will include 8 – 10 'Frisco specific' pieces per month, authored by Noofangle writers assigned to cover Frisco. Noofangle commits to updating site and content daily. No stories or archive content will be posted 'live' without prior approval from Communications. Portal does not replace existing content on friscotexas.gov.

Staff also believes the proposed Green Web Portal will also help cement Frisco's reputation as a national leader in sustainable living and provide our city publicity through nationally syndicated content. Noofangle principals have a vast database of national media contacts. Company's current clients include CBS, Belo, Nexstar, and ABC owned and operated television stations throughout country. FEDC reports more companies and corporations are building in or relocating to eco-friendly communities. Another goal is to positively impact economic development by promoting Frisco's existing 'green initiatives, programs and services' to a national audience on a regular basis.

Total estimated cost is \$46,000. FEDC provided a \$10,000 down payment and the \$3,000 monthly payments will be covered by multiple departments including, but not limited to, those named above.